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CENTRAL FAX CENTER

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Amendments to the Specification

Please replace the title with the following rewritten title:

~~RETURN OF CONTENT AD SERVING RESOURCES~~ DETERMINING CONTENT TO
BE RENDERED VIA A RESOURCE IN A TARGET DOCUMENT

Please replace paragraph [0002] with the following rewritten paragraph:

[0002] Interactive media, such as the Internet, has the potential for effective targeting of advertisements (or "ads") relative to traditional media, such as radio, television, print publications, etc. For example, some websites provide an information search functionality that is based on query keywords entered by the user seeking information. This user query can be used as an indicator of the type of information of interest to the user. By comparing the user query to a list of keywords specified by an advertiser, it is possible to provide some form of targeted advertisements to these search service users. For example, if a user enters the query term "sport utility vehicle," the result page (which typically displays links to web documents determined to be relevant to the user's query) may display a ~~Ford, Chevrolet or other~~ advertisers' ad ads associated with this query term (e.g., sport utility vehicle manufacturer ads, auto dealer ads, service and repair ads, etc.). An example of such a system is the ~~Adwords~~ ADWORDS[®] advertising system offered by Google, Inc.

Please replace paragraph [0003] with the following rewritten paragraph:

[0003] While systems such as ~~Adwords~~ the ADWORDS® advertising system have provided advertisers the ability to better target ads to user interest, their effectiveness is limited to sites where a user enters a search query to indicate their topic of interest. However, the majority of web pages do not offer search functionality and for these pages it may be more difficult for advertisers to target their ads. As a result, the (non-targeted) ads on non-search pages may be of little value to the viewer of the page and thus may be viewed more as an annoyance than a source of useful information. Not surprisingly, these ads typically provide the advertiser with a lower return on investment than search-based ads, which are more targeted.

Please replace paragraph [0006] with the following rewritten paragraph:

[0006] In a content ad system, payment may, but does not necessarily, also flow from the content ad system to a publisher of the target document. A publisher, as used herein, is defined broadly to any entity (e.g., author/owner) or mechanism (e.g., a browser) that directly or indirectly can make a target document available (e.g., displayed or otherwise output via a browser) to a user. For example, the content ad system may share revenue with the publisher based on the performance of ads the content ad system provides via a resource of the target document. Alternatively or in

addition, the content ad system may pay the publisher a flat fee for rendering one or more ads via the target web document. A commercially available example of a content ad system is the AdSense ADSENSE® advertising system and service offered by Google, Inc.

Please replace paragraph [0018] with the following rewritten paragraph:

[0018] Advertiser 110 may be the party that directly sells the goods or services being advertised (~~e.g., Amazon.com~~) or an agent authorized to act on the advertiser's behalf. The advertisement (or "ad") desired by advertiser 110 may exist in a variety of forms ranging from standard print advertisements, online advertisements, audio advertisements, audio/visual advertisements, or any other type of sensory message desired.

Please replace paragraph [0026] with the following rewritten paragraph:

[0026] Ad entry and management component 210 is the component by which the advertiser enters information required for an advertising campaign and manages the campaign. An ad campaign contains one or more advertisements that are related in some manner. For example, the ~~Ford Motor Company~~ a car manufacturer may have an ad campaign for zero percent financing, which could contain a series of advertisements related to that topic. Among the other things that could be provided by an advertiser through ad entry and management component 210 are the following: one or more advertising

creatives (simply referred to as "ads" or "advertisements"), one or more set of keywords or topics associated with those creatives (which may be used as targeting information for the ads), geographic targeting information, a value indication for the advertisement, start date, end date, etc. The data required for, or obtained by, ad entry and management component 210 resides in one of the databases 240.

Please replace paragraph [0038] with the following rewritten paragraph:

[0038] Client processors 308 and server processor 311 can be any of a number of well known micro-processors, ~~such as processors from Intel Corporation, of Santa Clara, California.~~ In general, client device 302 may be any type of computing platform connected to a network and that interacts with application programs, such as a digital assistant or a "smart" cellular telephone or pager. Server 310, although depicted as a single computer system, may be implemented as several computer systems. Furthermore, client devices 302 or server 310 may function both as clients and servers.

Please replace paragraph [0041] with the following rewritten paragraph:

[0041] In one implementation of the method shown in Figure 4, the ad system 120 may provide an publisher, such as the publisher 130, with client-side ~~Javascript~~ JAVASCRIPT® (referred to as "ad_consumer_creative") to have hosted by its target document(s) for which ads may be requested by publisher

130. In turn, the ad system 120 may host server-side Javascript JAVASCRIPT[®] ("show_ads.js") to interface with the ad_consumer_creative via the publisher interface 250. In this exemplary implementation, for a given target document, the ad_consumer_creative may include a tag (referred to as "alternate_ad_url") that is an identifier, in this example, a URL, of an alternative entity.

Please replace paragraph [0050] with the following rewritten paragraph:

[0050] In the exemplary Javascript JAVASCRIPT[®] implementation described, upon receipt of an ad request associated with the target document, the show_ads.js script of the ad system creates an iframe whose source is a request to an ad server of the ad system, and also includes the alternative_ad-url parameter. In this implementation, if the ad system decides not to render an ad, its ad server may respond with a 302 HTTP status code (or some other "redirect" indication), setting the location field of an outgoing HTTP header to the url identified by the alternative_ad_url parameter—i.e., allowing an alternative entity, as indicated by the alternative_ad_url parameter, to use the resource of the target document to render an ad or other content. The alternative entity may be designated by the entity issuing the ad request (e.g., the publisher with which the target document is associated ~~associated~~), and it may be the publisher itself, another ad system, a content provider that does not necessarily provide ads, etc.

Please replace paragraph [0051] with the following rewritten paragraph:

[0051] In one embodiment, the ad system may "tag" a request for an ad with an identifier, for example, to prevent infinite loops that might occur if a redirect is sent back to the publisher (or other entity) and that entity again makes a request to the ad system, which again decides to issue a redirect, and so on. In the exemplary Javascript JAVASCRIPT[®] implementation, the ad system may name (e.g., by assigning a unique number or other identifier to) an iframe it creates for a particular ad request, so that if the alternative entity redirects a redirected request back to the ad system, the ad system recognizes the name, logs a bad redirect message, and does not further redirect the request to the alternative entity.

Please replace paragraph [0052] with the following rewritten paragraph:

[0052] If the ad system decides not to render an ad, then at block 450, this decision may be indicated (e.g., using a technique such as that described above with reference to an exemplary implementation of the invention using Javascript JAVASCRIPT[®], iframes and use of an alternative_ad_url) such as to allow an alternative entity to use the resource to render an ad(s) or other content using the resource of the target document.